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## SMART REASONS to go solar today

There's never been a better time to transition to solar power. With benefits for your wallet and for the planet, here are six sensible reasons to make the solar switch sooner rather than later.

1

### Substantially reduce or completely eliminate your electric bill

As solar technology reaches peak efficiency, solar panel prices have dropped 89% over the last 10 years. With an average payback time of about 8 years, you'll enjoy long-term savings from decades of clean electricity.



2

### Capitalize on generous tax incentives

Get a big discount on your solar setup by taking advantages of large tax breaks. The 2021-2022 federal investment tax credit of 26% combined with other state & local incentives can reduce your initial cost by one-third or more.



3

### Good for you. Great for Earth.

Fossil fuel-based power plants release tons of harmful greenhouse gasses, including CO<sub>2</sub>, into the atmosphere. Solar power is a clean, sustainable and eco-friendly energy source that takes advantage of the sun's abundance and drastically reduces your carbon footprint.



4

### Take control of your energy future

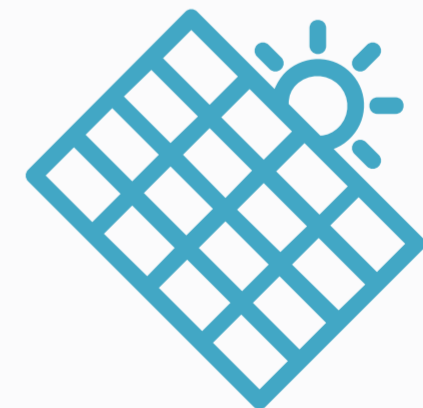
Get one step closer to energy independence. A home solar system helps stabilize your electricity costs for decades. Adding a battery storage system helps maximize your investment even more by collecting and storing excess power for use during grid outages and peak rate periods.



5

### Enjoy a large return on investment

A premium solar system will provide your family with clean power and energy savings for 25 years or more. That makes solar an investment, not an expense. Once your initial costs are recouped the ROI of your system begins to increase, making solar one of the most economical home improvements.



6

### Increase your property value

Installing solar panels puts you ahead of the technology curve, making your home one of the most energy efficient in your neighborhood. Studies report that installing rooftop solar increases home values and reduces time on the market<sup>1</sup>. Home buyers want solar and are focused on quality, performance, and reliability.

